

**CLASS TITLE: CHIEF PUBLIC INFORMATION SPECIALIST
FOR CHILDREN'S SERVICES**

Class Code: 02761800

Pay Grade: 32A

EO: A

CLASS DEFINITION:

GENERAL STATEMENT OF DUTIES: To plan, coordinate, administer, review and initiate information to the public regarding child and family programs and services provided by a State department and to receive and collect information from the public regarding attitudes, changes and/or needs for children and family services in the state; to coordinate information between the legislative body and the department; and to do related work as required.

SUPERVISION RECEIVED: Works for the Director of the Department of Children Youth and Families with wide latitude in judgement, work methods and procedures; work may be reviewed as determined by the Director.

SUPERVISION EXERCISED: Supervises and reviews the work of subordinate staff within the public information office assigned to assist in carrying out program functions.

ILLUSTRATIVE EXAMPLES OF WORK PERFORMED:

To be responsible for the planning, coordination, and administration of a program to provide information to the public regarding children and family services, as well as receive responses from the public regarding the needs or changes for children and family programs.

To be responsible for the centralized coordination of all releases of information and material to the public regarding children and family programs and services.

To be responsible for the writing, editing and development of press releases, for the print, television, and radio media.

To be responsible for the preparation and dissemination of a wide range of informational materials to the general public and various community organizations concerned with family and children's issues to improve public understanding, interest and cooperative reception of departmental goals and objectives.

To represent the Director, as directed, at various legislative functions and to coordinate information between the legislature and the Department.

To review pending legislation as it relates to the Department and to coordinate the sharing of this information with appropriate senior management staff.

To represent the Director at various public functions and speaking engagements; to schedule and conduct press conferences as directed by the Director; to represent the Director at various meetings with both public and private organizations interested in children and family services.

To maintain satisfactory professional relationships with local press and media representatives, as well as various community organizations interested in children and family services and programs.

To work with the Director and various administrators within the divisions for the development of annual reports, newsletters, and various informational packages relating to children's services and programs.

To do related work as required.

REQUIRED QUALIFICATIONS FOR APPOINTMENT:

KNOWLEDGES, SKILLS AND CAPACITIES: A thorough knowledge of the methods, practices and procedures for the dissemination of information; a thorough knowledge of, and the ability to evaluate and assess the attitudes and need for change and modification in children and family services and programs as identified by the general public and various public and private organizations interested in human services; the ability to write, edit and develop various news releases and other written materials for release to the general public; the ability to maintain satisfactory professional relationships with all media representatives, the general public and various community organizations interested in family and children's services; and related capacities and abilities.

EDUCATION AND EXPERIENCE:

Education: Such as may have been gained through: graduation from a college of recognized standing with a Bachelor's Degree in Liberal Arts; and

Experience: Such as may have been gained through: employment in a supervisory position in either the public or private sector which involved the development and dissemination of information, and experience in working with various community organizations involved in the human services area.

Or, any combination of education and experience that shall be substantially equivalent to the above education and experience.

Class Created: July 15, 1984

Editorial Review: 3/15/03